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☆ JUN 12 1939 ☆

U. S. Department of Agriculture.

SWEET PEAS

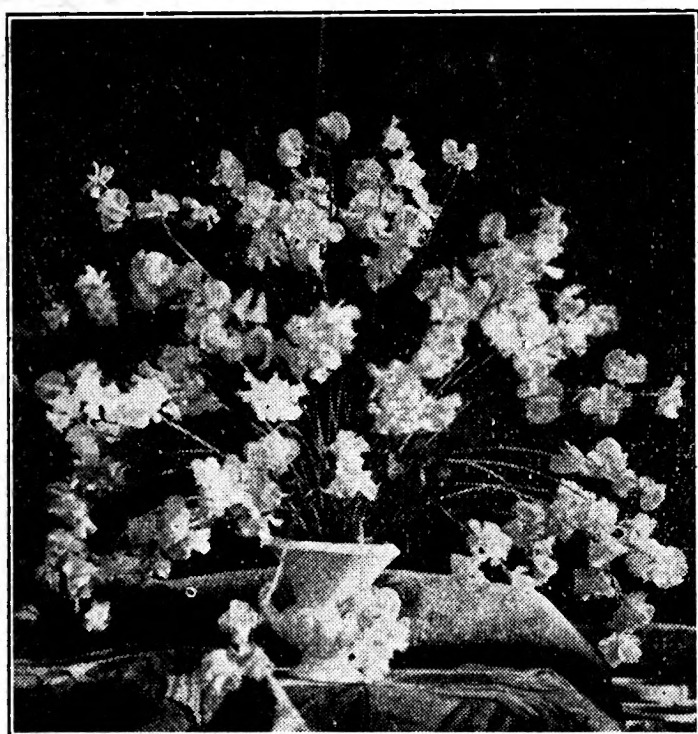
WINTER FLOWERING



**Seed Direct From
Our Ranch To You**



JUNE 1939 to JUNE 1940



You too can grow such sweet peas with
William Zvolanek's Sweet Pea Seeds.



UNDIVIDED ATTENTION TO THE
HIGHER DEVELOPMENT OF BETTER
SWEET PEAS.



SPECIALIZING IN

**WINTER FLOWERING
SWEET PEAS**

AND OTHER FLOWER SEEDS.



WILLIAM ZVOLANEK & CO.

ESTABLISHED 1926

P. O. BOX 142

LOMPOC, CALIF.

A Message to You

Before looking over our list for 1939-40 we wish to convey to you these few words and letters from our grower friends as to just what they think after growing our sweet peas and other flower seeds.

In order to get our seeds to such a high standard, we spend many hours in our field trials each season; eliminating some trials at once, holding others over for another season, and trueing others that are not up to standard. This task is very pains-taking and no haphazard methods are used. The eliminating process is continually going on each season and nothing but the best of the best reaches you.

Improvements are continually going on. Just at present we are running two types; the foremost is the long stem and vigorous type which we chose to call the Reddick type and of which the variety Mrs. H. S. Reddick is the fore-runner. This type also has the ability to hold buds better during cloudy weather and you will pick flowers from these when you will have no flowers from other sorts.

The other type is the Colossal type with the extra large flowers of which Colossal Pink and Rose Flare are the fore-runners. Flowers are gigantic. These two types are the highest development in sweet peas today and in the next two years we will have a full line of all colors in both these types which are best for growers.

We are proud of the following letters and many others which we are unable to print on account of lack of space. We wish to thank our grower friends for them and hope they will not ever be disappointed with our seeds

Wm. Zvolanek & Co.
Lompoc, Calif.

Dear Sirs:

It gives me more pleasure to grow Zvolanek's Sweet Peas than any I have ever grown. This year makes the seventeenth year I have grown them and it seems each year they are more beautiful and satisfying. I only wish I had space to plant more varieties.

Sincerely,

—Mrs. H. C. K. Hanford, Calif.

William Zvolanek & Co.
Lompoc, Calif

Gentlemen:

We are well pleased with the seed purchased from you last year.

—J. C. B. Augusta, Ga.

Wm. Zvolanek & Co
Lompoc, Calif.

Dear Sirs:

I have been very satisfied with the seed I have received from you; every variety has done well.

—F. R. & SONS Great Falls, Mont.

Wm. Zvolanek & Co.
Lompoc, Calif

Dear Sirs:

I appreciate your very friendly reply concerning my order dated Sept. 30th and after reading your catalog, I must admit I am at a loss to know just what is the very best for my requirements. What would really please me, would be to have you make my selections for me. I don't believe I have ever seen sweet peas like yours before.

With kindest regards, I remain

—D, FLOWER GARDENS. Tacoma, Wash.

Wm. Zvolanek & Co
Lompoc, Calif.

Dear Sirs:

Last year we had very fine peas.

Very Truly Yours,

—W. H. Independence, Kas.

Wm. Zvolanek & Co.

Lompoc, Calif.

Dear Friends:

Every year for 12 years, I have tried some trials from other growers alluringly advertised and have never produced anything to Equal Zvolanek's, so last year I didn't plant anything else. I have decided it is a waste of space.

MRS. H. S. REDDICK Newark, Ohio

Wm. Zvolanek & Co.

Lompoc, Calif.

Gentlemen:

We had some of your seeds last year and had the longest stemmed sweet peas we ever had. Wish we could plant more

Yours Truly,

—A. FLOWER SHOP Arcadia, Fla.

Wm. Zvolanek & Co.

Lompoc, Calif

Dear Friends:

Again I have the pleasure of ordering your marvelous sweet pea seeds. Last year my blossoms cheered patients in hospitals; made tables beautiful at banquets besides the pleasure I had in giving them to my friends. Sincere good wishes for continued success in making the world more beautiful.

—MRS. W. W. W. San Gabriel, Calif.

Wm. Zvolanek & Co.

Lompoc, Calif

Dear Sirs:

My sweet peas were especially fine last year; Denver had no nicer, Thanks

—G. GREENHOUSE Goodland, Kas.

Wm. Zvolanek & Co

Lompoc, Calif.

Gentlemen:

We wish to inform you that we have had very satisfied results from your seeds in the past. Thanking You,

We Are,

—A. FLORAL CO. Portland, Ore.

Wm. Zvolanek & Co.

Lompoc, Calif.

Dear Sirs:

The seeds I got from you in Mid-Summer we planted 4 rows approximately, 65 feet long: We have cut continuously since middle of September and are still cutting heavy. We cut every day. Have experienced practically no bud drop. The vines are approximately 12 to 14 feet high now. We only water every 1 or 2 weeks, then very lightly in our climate. Miss Rose Reddick, Mrs. H. S. Reddick and Reliance seem to be the best and longer stem, but the rest ordered above are tops. Thought you would like this information on cloudy weather results.

—R. H. Portland, Ore.

Wm. Zvolanek & Co.

Lompoc, Calif.

Dear Sirs:

My flowers last year, spring of 1938 was best ever. I want the best always. A welcome caller your Orchid Sweet Pea Catalogue.

—G. R. B. Wichita, Kans.



■ Our flower fields are in bloom about June 1st and we extend a cordial welcome to all visitors wishing to inspect our flowers. We again thank you for your generous support in past years and hope you will continue planting our seeds. Thanking you, we are

William Zvolanek & Co.

—William Zvolanek

P. S. It would be a favor if not growing items we list to pass our list to your brother growers who may be interested.

Culture Suggestions

Work soil at least 18 inches deep; use liberal amount of well decayed manure. Cow manure is best. Use sprinkling of lime and bone; Soak seed in water for about 24 hours or until swelled up and then plant about 1½ to 2 inches deep in a well firmed soil that is good and moist, but not sticky. (DO NOT SOAK WHITE SEEDED VARIETIES).

In recent years a copper oxide preparation has frequently been dusted on sweet pea seeds to prevent damping off, the same proving very satisfactory. This can be procured at most seed stores under various names. Inoculation of seed is also highly successful.

Peas will not do well in too loose a soil. Plant one inch apart and later thin to about six inches. Do not water until seeds have begun to germinate. After germination has taken place give a good soaking. **MOST FAILURES ARE CAUSED BY WATERING BEFORE SEED HAS SPROUTED.** If weather is hot use some kind of shading. Protect young plants from birds outdoors. Look for Green Aphids regularly as this insect is the worst enemy. Spraying with nicotine, one part nicotine to 400 parts water with spray gun is best. There are also many other good insecticides which are excellent for the control of Aphids. Give young plants substantial supports in order that they may climb and produce good flowers. Poor flowers with crooked stems are worthless. Liquid manure feeding after they come in bloom will lengthen the flowering period and produce better flowers. Pick all flowers as this also lengthens the flowering period. Always keep the surface earth loose and never allow a crust to form. If grown indoors keep ventilators open to keep the air as dry as possible. A house that is kept damp and sultry will cause too much growth and the sweet peas will not bloom as soon as they should, and then will begin to bloom too high up. Early sweet peas usually bloom from 75 to 100 days after seed is planted.

Conditions of Sale

Send your orders as soon as possible after receiving catalog to insure prompt delivery. Orders are filled the same day as received and we exercise the utmost care in filling orders.

Owing to the handling of other flower seed not raised by us we are compelled to use the seedsman disclaimer.

WILLIAM ZVOLANEK & CO., give no warranty, expressed or implied as to description, quality, productiveness or any other matter of any seeds we sell and we will not be in any way responsible for the crop. If purchaser does not accept seed on these terms they are to be returned immediately and the money paid for same will at once be refunded.

Any questions in regard to growing will be cheerfully answered. In case of shortage or crop failure we will take the liberty of substituting with the best and nearest color. If this is not wanted, mark your order "No Substitute."

Terms

A 6% discount will be allowed on all orders with remittance enclosed and all such orders will be sent post-paid to any part of the postal union, or Canada. Orders not accompanied with remittance, postage will be added and if party is not known will be sent C. O. D., unless other arrangements are made in advance. To insure delivery of foreign orders, postal money order should accompany order with postage added or we cannot be held responsible for delivery. **ALL FOREIGN ORDERS MUST BE AT PAR WITH U. S. CURRENCY.**

If you wish seed to be sent via airmail allow extra for postage, 1 oz. 12 cents; 4 ozs. 28c; 8 ozs. 56 cents; 1 lb \$1.08. This is on account of the extra packing which makes same over-weight.

Ask for our Special Prices on Lots of 10 lbs or more.

William Zvolanek & Co.

P. O. Box 142

Lompoc, California

EARLY SWEET PEA NOVELTIES FOR 1939 - 40

ZVOLANEK'S GIANT WHITE: Very large white seeded white with plenty of substance. Flowers large and round and always four to the stem. A very thrifty grower.

ZVOLANEK'S KRIS KRINGLE: Brilliant duplex christmas Red color that never changes under any climatic condition. Flowers are very large. There is no better red

ZVOLANEK'S FASCINATION: A new shade of light coral pink that holds its color under all conditions. Very long stems with extra large well placed flowers. An ideal florist variety.

ZVOLANEK'S ORCHID MAUVE: This is an entirely new color in the earlies. Color is best described as a bright smokey lavender mauve which is a very very pleasing shade. Flowers are extra large and well duplexed and stems are nice and long.

PRICES ON EACH OF THE ABOVE:

1 oz. 60c

4 ozs. \$2.00

1 lb \$7.00

THE FOLLOWING EARLY SWEET PEAS ARE ALL REDDICK TYPE.

Thrifty, Vigorous Long Stem Type.
They Have No Equal.

Sample Packets of any Two Novelties or Any Varieties
of Sweet Pea Seeds in Our List, Your Choice
with Order of \$5.00 or More.

Seed will be ready for shipment about June 1, 1939.



MRS. WILLIAM ZVOLANEK: Brilliant flesh Pink suffused with Salmon. A deeper shade than the popular Mrs. Reddick. Strong, vigorous grower with extremely long stems and nicely spaced flowers. A very beautiful flower with a distinct artistic value. You should not be without it.

PRICE: 1 oz. .50 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S MRS. H. S. REDDICK: This marvelous sweet pea is being grown everywhere today, and is sensational in every way. Color a brilliant flesh pink with a suspicion of salmon in the standards. The stems are extremely long, the color is artistic and fits in nearly any floral design. The choicest of all varieties. Buy direct from us in order to avoid any duplication

PRICE: 1 oz. .35 4 ozs. \$1.00 1 lb \$3.50

ZVOLANEK'S MISS ROSE REDDICK: A giant brilliant deep rose, cream base, flowers very ruffled, very vigorous growth and extra long stems.

PRICE: 1 oz. .50 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S SPLENDOR: Rich deep rose, white base otherwise same as above, giant sized flowers.

PRICE: 1 oz. .50 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S RAPTURE: Exceedingly long stemmed rose pink. This is one of the longest stemmed rose pinks with thrifty growth and four flowers to the stem. The lower flower usually comes double. Another extra fine variety.

PRICE: 1 oz. .50 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S MORNING GLOW: A fine large Rose Pink with a slight shading of Salmon on the standards. Extra well set flowers on long stems, cream ground.

PRICE: 1 oz. .50 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S LONG STEM PINK: Very Brilliant showy clear rose pink, somewhat lighter than Z. Rapture, very thrifty growth and exceedingly long stems. An exceptionally fine variety.

PRICE: 1 oz. .50 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S IDEAL PINK: Very light clear pink. Does not fade at any time. The color is very clear with no shading of any other color. Giant flowers on long stems. Another fine color for the florist.

PRICE: 1 oz. .50 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S CORAL ROSE: Coral rose, light salmon. Just the right color, rich and brilliant.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S FAWN PINK: A rich salmon pink exactly the same type as Mrs. Reddick. Giant flowers of semi-duplex type with extremely long stems. The cream ground enlivens the flowers. Also fits into any floral design.

PRICE: 1 oz. .50 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S CASCADE: The finest white seeded White in existence. The color is pure white, extra long stems and has the same vigorous growth and habit of the famous variety Mrs. Reddick. This white is a long way ahead of all other white sweet peas.

PRICE: 1 oz. .50 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S GOLDEN DAWN: Giant Orange and a grand color with a sort of metallic sheen. Does not fade in strongest sun. Very long stems.

PRICE: 1 oz. .50 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S INDIAN GIRL: Giant Orange, deeper than Golden Dawn, very vigorous habit, extra long stems and large flowers.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S SUPER BLUE: An exceptionally fine large blue with exceedingly long stems with the same growing habit as the fine variety Mrs. H. S. Reddick. The color is clearest Blue and growth is very vigorous.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S NAVY BLUE: A new fine Navy Blue of just the right shade and with extra fine long stems and large flowers. A great improvement over all other Navy Blues. Good florist variety.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

REGULAR LIST OF STANDARD VARIETIES SWEET PEA SEED.

EARLY FLOWERING

ZVOLANEK'S COLOSSAL PINK: (William Zvolanek)
Not only Colossal but Gigantic. Giant Pink again as large as Zvolanek Pink and the same shade. Thrifty grower, long stems and well spaced fours.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S ROSE FLARE: (William Zvolanek)
Rich brilliant deep rose on white ground. Giant flowers well placed on extra long stems and of vigorous growth. Extra fine outstanding variety.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S DUPLEX ORCHID (William Zvolanek)
A new shade of Orchid Lavender with extra large duplexed flowers. An entirely new shade in sweet peas.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S SKYLARK: (William Zvolanek) A fine clear light lavender with large flowers and extra long stems. A tall grower. The most popular lavender.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S RELIANCE: Extra vigorous lighter Lavender with exceedingly long stems. Many flowers come duplexed. The color is very clear and does not fade under strongest sunlight.

PRICE: 1 oz .50 4 ozs \$1.75 1 lb \$6.00

ZVOLANEK'S FLASH: Very large flashy lavender. Extra large flat standards which make a bold large flower. The color is somewhat deeper than Skylark. A good clear medium lavender, sweetly scented and a vigorous grower. An excellent lavender for the florist.

PRICE: 1 oz .50 4 ozs \$1.75 1 lb \$6.00

MEMORY: Extra large deep lavender with a good stem. Well liked in Los Angeles market.

PRICE: 1 oz. .40 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S MONARCH: (William Zvolanek) A darker giant lavender, absolutely the largest lavender on the market. A vigorous grower, with four flowers on a long stem.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S GIANT LILAC: (William Zvolanek)
A giant sized mauve or light lilac. Vigorous grower. long stems with four flowers. An excellent color.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S AZURE BLUE: (William Zvolanek)
A fine azure blue, slightly darker than Zvolanek Blue Wonder and very clear. The clearest blue on the market today. About the size of Zvol. Rose, with long stems and three to the stem.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S VIOLET (William Zvolanek) A new shade of violet in Early Sweet Peas. Very strong grower with long stems and well set flowers.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S CRUSADER: (William Zvolanek) A giant sized deep claret, with extra long stems with four flowers

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S PURE WHITE: (William Zvolanek)
The finest pure white (black seeded) we have ever developed. Flowers large on long stems and vines of vigorous growth. The finest black-seeded pure white ever put on the market anywhere.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S GIANT VENUS: (William Zvolanek)
A giant white with edges of standards and wings clearly edged with deep pink. Flowers of enormous size, and a vigorous grower. Long stems with three and four flowers.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S XMAS GEM: Large pink, and White bi-color.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S DUPLEX BARONET: (William Zvolanek) A fine duplex or ruffled brilliant orange with exceedingly long stems; in fact the longest stemmed double we list. Giant flowers with uniformly four flowers. This is a first class florist variety and you will not be disappointed in choosing this variety.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S ORANGE BEAUTY: (William Zvolanek) Extra fine giant fiery orange and very brilliant. A beauty and much admired where-ever seen. A first class florist variety with long stems. Do not overlook this one.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S WILD FIRE: Long stemmed Bronze Orange suitable for greenhouses, probably would burn outdoors in hot sunshine. A very fine color under partial shade or cloth. Vigorous with long stems and large flowers.

PRICE: 1 oz. .40 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S EMBERS: (William Zvolanek) Salmon orange of large size. A fine color and extra good for mid-winter. Blooms earlier than other varieties planted at the same time. First class for Greenhouses

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

BRIDESMAID: Very large light flesh pink. Very vigorous grower and long stems. Excellent in every way but may be a little too light in color for most florists

PRICE: 1 oz. .40 4 ozs. \$1.25 1 lb \$4.00

CHIME: -Extra large medium shade of salmon pink. Well liked in Los Angeles Market.

PRICE: 1 oz. .40 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LADY FAIR: A rich clear rose pink which is difficult to describe, rather a rose overlaid with coral. A rich color and very vigorous growth. Extra long stems.

PRICE: 1 oz. .40 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S ST. NICHOLAS: (William Zvolanek) Large brilliant Xmas Red which holds its color to the last and does well in the winter months. Extra fine for Christmas. Long stems with four flowers.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S RUBY: (William Zvolanek) Ruby red. Very brilliant color, nothing like it in early flowering sweet peas and extra good for winter. A poor seeder and seed will be scarce. Short crop.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

WILLIAM ZVOLANEK'S CALIFORNIA BUTTERFLY SWEET PEA

—oOo—

While these sweet peas are not as large as the Spencers they are a distinctly new type. They grow as tall as the Spencers, but foliage as somewhat heavier. Flowers measure as much as two inches across when well grown, with stems 14 to 16 inches long. Three to four flowers on a stem as a rule. Fragrance is much more pronounced than that of the Spencers. While not the best for commercial purposes, no collection is complete without this new distinct type. Colors in Rose Pink, Black-seeded and White-seeded White, Lavender, Lilac, Navy Blue and mixed colors

PRICE ON EACH OZ. \$1.00

Standard Varieties We Carry in Stock

All excellent varieties in the cheaper class and which we also recommend.



ZVOL. ROSE: Well known Rose Pink.

ZVOL. PERFECTION: Deep Rose.

ZVOL. WHITE ROSE: Well known White.

ZVOL. BLUE SENSATION: Blue.

ZVOL. KANSAS CITY: Xmas Red.

GRENADIER: Poppy Scarlet.

ZVOL. JOSIE: New Rose Pink.

HARMONY: Lavender, well known.

VULCAN: Vivid Scarlet.

RADIANT 13: Improvement on Ball Rose.

BALL ROSE IMP.: Rose, suspicion Salmon.

GLITTERS: Orange Scarlet Orange.

SUNRAY: Orange Salmon.

ZVOL. DUPLEX CREAM: White Seeded.

ZVOL. CALIFORNIA MIXED: Mixed all colors.

ZVOL. PASTEL MIXED: Orange salmon, Salmon-pink and pastel pink shades.

ZVOL. LAVENDER & BLUE MIXED: Lavender and Blue shades.

ZVOLANEK'S PINK MIXED: All Pink Shades mixed.

PRICE ON EACH:

1 oz. 30c 4 ozs. \$1.00 ½ lb \$1.25 1 lb \$2.25



ZVOL. BABY MIXED: Semi Cupid grow about 16 inches high, good for border planting.

PRICE: 1 oz. 50c 4 ozs. \$1.75

For the Grower who can use 12 Colors we are making a Special Offer of any 12 of the above varieties ½ oz. each for \$1.60 Postpaid.



We have not yet a good lavender of the Reddick type but recommend Zvol. Reliance to go with all the above varieties. Same comes from a Reddick cross and is the best light lavender and very clear, also a good stem.

Order directly from us; seed is sent out the same day order is received. Do not accept seed not in our original packages as William Zvolanek & Co., seeds.

LATE SUMMER FLOWERING SWEET PEAS

●

Heretofore we have not listed the late summer flowering sweet peas but in recent years we have developed some extra fine new varieties of this summer flowering type and have decided to list them with a few of the better known varieties to fill in the range of colors. These sweet peas will not bloom in the winter months. Please do not order them for winter flowering. They should be planted in December or January, where possible outdoors and they will bloom early in the spring. Or they should be started indoors where it is too cold and transplanted outdoors just as soon as danger of freezing is over.

ZVOLANEK'S LATE BLUE: (William Zvolanek)
Exceptionally fine clear blue with extra heavy long stems and giant flowers. Many spikes will have five flowers on the stems. Flowers semi-duplex.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE WHITE: (William Zvolanek)
Very large double white with long stiff stems and well opened clear flowers. White-seeded.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE ORCHID: (William Zvolanek)
Giant new shade of lavender orchid with well spaced giant flowers that open well and very double.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE RUFFLED PICOTEE: (William Zvolanek)
Large long stemmed white picotee edged The same color as Youth, but very double.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE LAVENDER: (William Zvolanek)
Pure brilliant double lavender. Extra large long stems and giant flowers. Excellent.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE VIOLA: (William Zvolanek)
A new double lilac mauve entirely new in color: flowers slightly smaller but exceedingly long stems and well set with fours and fives.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S PURPLE BEAUTY: (William Zvolanek)
Extra giant double purple that is a beauty with long stems and large flowers.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE ROSE: (William Zvolanek)
Extra giant rose. The flowers are exceptionally large but the stem slightly shorter, well set with fours.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

LATE PINKIE: Long stemmed pink.

LATE RUFFLED WHITE: White.

LATE FLUFFY RUFFLES: Light salmon pink.

PRICE ON EACH: 1 oz. 20c 4 ozs. 50c 1 lb \$1.50

VETTERLE & REINELT

Pacific Strain of Delphiniums

By far the best strain of delphinium in existence. Outclass all other strains. All the following list are good for cut flower purposes and are from 40 to 60 percent mildew resistant. You cannot afford to be without this marvelous strain. The seed listed is grown by the originators and is in their original packets. Delivery July, 1939.

1939 Novelties

GALAHAD SERIES: Clear White of enormous size, averaging three inches in diameter of individual florets. High percentage Mildew resistant. Pyramidal spikes, well spaced flowers and good branching habit

PRICES:

Trade Pkt. \$2.00, $\frac{1}{8}$ oz. \$4.00, $\frac{1}{4}$ oz. \$7.00, $\frac{1}{2}$ oz. \$14.00

LANCELOT SERIES: A new color of pure lilac self tone with White Bee Florets 2 to $2\frac{1}{2}$ inches in diameter. An ideal cut and show flower.

Trade Pkt. \$2.00, $\frac{1}{8}$ oz. \$4.00, $\frac{1}{4}$ oz. \$7.00, $\frac{1}{2}$ oz. \$14.00

1938 Novelties

GUINEVERE: Light pink-lavender self with white bee. Individual florets $2\frac{1}{2}$ to 3 inches in diameter, large spikes. Excellent branching habits. Especially fine for cut flower and show purposes. Mildew resistance 50 to 70c percent.

PRICES:

Trade Pkt. \$1.20; $\frac{1}{8}$ oz. \$2.50; $\frac{1}{4}$ oz. \$4.00; $\frac{1}{2}$ oz. \$8.00

SUMMER SKIES: Clearest light blue with white bee. Individual florets 2 to $2\frac{1}{2}$ inches in diameter. Strong branching habit. Mildew resistance, 40 to 60 percent.

PRICES:

Trade Pkt. \$1.20; $\frac{1}{8}$ oz. \$2.50; $\frac{1}{4}$ oz. \$4.00; $\frac{1}{2}$ oz. \$8.00

CLEAR WHITE: Clear glistening white with heavy texture. Individual florets 2 to $2\frac{1}{4}$ inches in diameter. Not mildew resistant.

PRICES:

Trade Pkt. \$1.20; $\frac{1}{8}$ oz. \$2.50; $\frac{1}{4}$ oz. \$4.00; $\frac{1}{2}$ oz. \$8.00

Standard Colors

All the following are from 40 to 60 percent mildew resistant, and are good for cut flower purposes. Have long well spaced spikes and good branching habit.

LAVENDER SHADES:

LAVENDER PASTEL SHADES:

LIGHT VIOLET SHADES:

DARK VIOLET SHADES:

LIGHT BLUE SHADES:

DARK BLUE SHADES:

Start in flats keeping covered with paper under glass until seed germinates. Then remove covering and give plenty of sunlight.

PRICE ON EACH SEPARATE SHADE:

Trade Pkt. \$1.00, $\frac{1}{8}$ oz. \$2.00, $\frac{1}{4}$ oz. \$3.50, $\frac{1}{2}$ oz. 7.00,
1 oz. \$12.00

STOCKS

Florists strains with a high percentage of doubles.
Grown for us by Specialists.

IMPROVED COLUMN TYPE: (Nonbranching). Most of the plants produce one large flower spike, therefore can be planted close together.

Lilac Lavender, Rose Pink, Ball White, Crimson, Chamois Pink, Silvery Lilac, Deep Lilac, Mixed.

PRICE on Separate Colors: $\frac{1}{4}$ oz. \$2.00; 1 oz. \$6.50

STOCKS IMPROVED BISMARCK: (Giant Imperial) Lavender, Lilac, Shasta (giant white), Elk's Pride (Royal Purple), Rose Pink, Chamois Rose, Crimson, Blush (apple blossom), Mixed.

PRICE on Separate Colors: $\frac{1}{4}$ oz. \$1.00; 1 oz. \$3.00

STOCKS BEAUTY OF NICE: White, Rose Pink, Apricot, Flesh Pink, Light Blue, Rosy Lilac, Crimson, Salmon Rose, Mixed.

PRICE on Separate Colors: $\frac{1}{4}$ oz. \$.75 1 oz. \$2.25



GODETIA

Upright single, the best florist strains. When planted close produce flowers in clusters at top.

DUKE OF YORK: (Scarlet on White) The most popular and best seller for florists.

KELVENDON GLORY: (New glowing Salmon Orange)

PURITY: Best Pure White for florists.

SYBIL SHERWOOD: Bright Salmon Pink.

DUCHESS OF ALBANY: Blush White.

PRICE ON EACH: 1 oz. 50c 4 ozs. \$1.75 1 lb \$4.00



AFRICAN MARIGOLDS

NEW GIANT AFRICAN MARIGOLDS SUNSET
GIANT HYBRIDS

PRICE: 1 oz. \$1.00 4 ozs. \$3.00



MARIGOLD TALL AFRICAN: (Fistulosa).

All Double Orange: 1 oz. \$1.00 4 ozs. 3.00

All Double Lemon: 1 oz. \$1.00 4 ozs. \$3.00

Orange Prince: 1 oz. 75c 4 ozs. \$2.75

MARIGOLD GUINEA GOLD: Orange loosely ruffled flowers resembling a carnation.

PRICE: 1 oz. 75c 4 ozs. \$2.75

LARKSPUR ANNUAL

LARKSPUR GIANT IMPERIAL OR SPIRE: The finest florist strain, base branching.

WHITE KING, giant clear white.

Blue Bell (Azure blue),

Los Angeles Improved (Rose or Salmon),

Blue Spire, White Spire, Lilac Spire, Carmine King,

Exquisite Pink, Gloria (deep rose), **Miss California**

(deep pink on salmon), Price on separate colors:

PRICE: 1/2 oz. 30c 1 oz. 65c 4 ozs. \$2.50



SCHIZANTHUS

(Butterfly Flower)

Dr. Badger Hybrids.

Prices: 1/4 oz. \$1.00, 1/2 oz. \$1.75, 1 oz. \$3.00

Garaway Hybrids.

Prices: 1/4 oz. \$1.00, 1/2 oz. \$1.75, 1 oz. \$3.00

Pansy Flowered Mixed.

Prices: 1/4 oz. \$1.25, 1/2 oz. \$2.25, 1 oz. \$4.00

SCABIOSA ANNUAL VARIETIES

(Pincushion Flower). Azure Blue, Deep Rose, Pure White, Salmon, Crimson, Reddish Black, Yellow, and Mixed.

COSMOS

COSMOS: New Early. Colossal Flowering.

SENSATION PINK: 1 oz. 75c 4 ozs. \$2.75

SENSATION WHITE: 1 oz. 75c 4 ozs. \$2.75

SENSATION MIXED: Price: 1 oz. 50c 4 ozs. \$1.75



SALPIGLOSIS

SALPIGLOSIS: (Painted Tongue) Lily-like flowers growing three feet high. In separate colors of Red and Gold, Rose and Gold, Violet and Gold, White and Gold, Brown and Gold, and Choice Mixed.

Price On Each: 1/4 oz. 20c 1/2 oz. 40c 1 oz. 75c



GYSOPHILIA

GYPSOPHILIA (Elegans): (Baby's Breath) Paris Market, medium sized white; Covent Garden, large white; Carmine, smaller carmine pink.

Price on Each: 1 oz. ----- 20c



DOUBLE SWEET SCENTED NASTURTIUMS

Double Nasturtium, Golden Gleam,

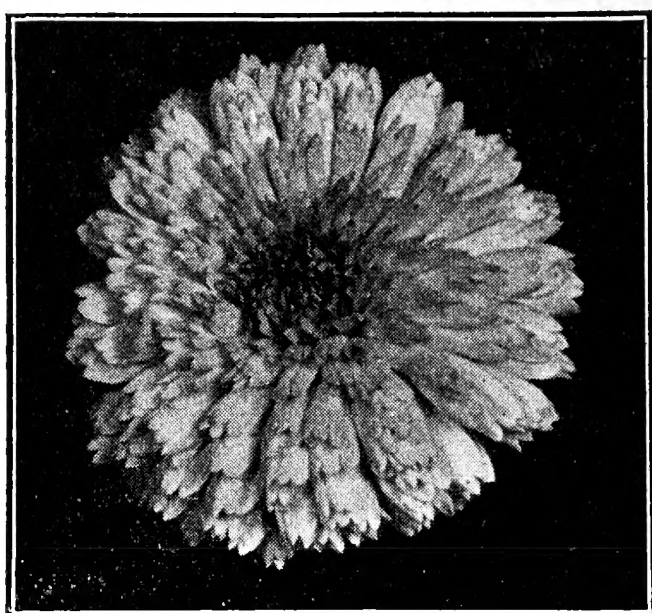
Double Nasturtium, Scarlet Gleam

Double Nasturtium, Gleam Hybrids.

Price on Each: 1 oz. 10c 4 ozs. 30c 1 lb 75c



WE ALSO GROW SEED ON CONTRACT IF ORDERS ARE GIVEN IN ADVANCE FOR SEED HOUSES WHO ISSUE CATALOGS. CATALOG MUST BE IN OUR FILES FOR REFERENCE. OUR PLANTINGS WILL BE MADE ACCORDINGLY. YOUR SEED STOCK OR OURS. WE SPECIALIZE IN SWEET PEAS. SEND US LIST OF YOUR REQUIREMENTS.



NEW WILLIAM ZVOLANEK CALENDULAS

These are a new distinct type with full double centers and are entirely distinct from all other calendulas. The petals are frilled and lacinated. You will not be disappointed with these new sensational calendulas.

ZVOLANEK'S CALENDULA FRILLED BEAUTY: New orange calendula, light center, with frilled and lacinated petals. Full double petals.

PRICE: 1 oz. 60c 4 ozs. \$2.00

ZVOLANEK'S CALENDULA FRILLED SUPREME: New orange calendula, dark center with frilled and lacinated petals. Very full double centers. Very fine.

PRICE: 1 oz. 60c 4 ozs. \$2.00

ZVOLANEK'S CALENDULA FRILLED GOLD: New frilled gold, dark center, with frilled and lacinated petals. Not quite as double as the two above, but distinct.

PRICE: 1 oz. 60c 4 ozs. \$2.00

REGULAR CALENDULAS

CALENDULA GOLDEN SUNSHINE: (William Zvolanek) A new gold color of the popular chrysantha type with extra long stems and loose petals. This new color of gold has a light center and is slightly more petaled but has the same extra long stems.

CALENDULA ORANGE SUNSHINE (Chrysantha). A new color in this type Orange light eye.

CALENDULA SUNSHINE: (Chrysantha) Loose petaled yellow. light center with extra long stems.

PRICES ON EACH: 1 oz. 60c 4 ozs. \$2.00

CALENDULA GOLD SENSATION: (William Zvolanek) Extra large gold color with a rich deep red center. Very attractive and a rich color.

PRICE: 1 oz. 60c 4 ozs. \$2.00

CALENDULA YELLOW SENSATION: (William Zvolanek) Extra large bright yellow, light center and a very fine calendula.

PRICE: 1 oz. 60c 4 ozs. \$2.00

CALENDULA SENSATION: Large orange light eye.

CALENDULA MASTERPIECE: Orange dark eye. Long stem.

CALENDULA SUPREME: Orange dark eye.

CALENDULA BALL LONG ORANGE: Orange, long stem; very large; light eye.

CALENDULA BALL ORANGE: Orange light eye.

CALENDULA BALL GOLD: Gold light eye.

PRICE ON EACH 1 oz. 60c 4 ozs. \$2.00

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